

**Associations Next:
Serious Questions for
2010 and Beyond
(#CSAE09)**

**Jeff De Cagna, Chief Strategist and Founder
Principled Innovation LLC**



**@pinnovation
#csae09
(please tweet!)**

**let's jump
right in, okay?**

**what if somebody led
a workshop and only
asked questions?**

**what would
that be like?**

**let's find out,
shall we?**

**what is *the most
fundamental question*
association leaders need
to be asking today?**

**what does it mean
to be a 21st century
association?**

what will it take to
make your association
thrivable in the 21st
century?

what are you planning
to do in 2010 to help
your association thrive?

what will you do
*when your carefully
prepared plans fail?*

what will you do in 2010
that *you've never done
before* to help your
association thrive?

what is the role of membership in the future of associating?

what is your association's strategy for making everything it does more social?

how would your association be different if *contribution were more important than membership?*

how would your association be different if it *placed greater emphasis on the network than on the nodes?*

**how can associations
govern in ways that
nurture and unleash
energy, passion and
imagination?**

**what is your
association's mental
model for governing
in the 21st century?**

**what is your
association doing to
make its approach to
governing simpler?**

**how would your
association be
different if it were
governed *outside in*?**

**what will it take for
associations to get
really serious about
innovation?**

**how does your
association manage the
tension between
freedom and discipline?**

**what innovation
opportunities is your
association investing
in today?**

**what is your
association doing to
innovate its business
model for the future?**

**how can associations
support vibrant
cultures of learning?**

**how is your association
building its stakeholders'
capacity for deep and
meaningful learning?**

**how does thinking
about *knowledge as a
flow* change your
association's work?**

**how will your
association support
learning in a *more
web-enabled and
mobile society?***

**how should
associations
approach leadership
in a VUCA world?**

**how does your
association challenge
its leaders to embrace
their responsibilities?**

**what is your
association doing to
build its *capacity for
foresight?***

**who are your
association's
"new founders?"**

**what other
questions would
you like to discuss?**

**three final
questions**

**what have you learned
*in the last 1-5-10
year(s)* that can help
your association thrive
going forward?**

**how *will you
overcome your fear* of
what you don't know?**

what will you do in 2010
that *you've never done*
before to help your
association thrive?

upcoming webinar

Principled Innovation Briefing:
Top 2010 Trends for Associations

January 6, 2010 • 2 pm-3:30 pm ET

<http://2010trends.eventbrite.com>
(use discount code "CSAE09")

jeffpi1@gmail.com

www.principledinnovationblog.com

www.facebook.com/jeff329

Twitter: @pinnovation